



APEX Performance, Inc. August Newsletter

APEX Performance, Inc.
14045 Ballantyne Corporate Place
Suite 350
Charlotte, North Carolina 28277
(704) 831-5614, ext 4

www.apexperform.com

Media Contact:
Chad Webb
704-831-5618 x2
cwebb@apexperform.com

Athletic Injuries - More Than Meets the Eye

Whether you are a weekend warrior, a professional athlete, or just can't live without playing 18 holes of golf a week, the risk of injury always remains. While more of us are heading out onto athletic playing fields, the risks involved are becoming even greater with the increase in ability, competition, and talent. Although the excitement of competition and physical benefits are what motivate many athletes to play, most prepare themselves physically and forget that the mind needs to be just as strong. The mind not only separates the good athletes from the great but it also influences the injury process.

When it comes to athletic injuries, the million dollar question is: "how do I prevent them?" While there seems to be an infinite number of physical and environmental factors involved with athletic injuries, psychological factors often play a significant role in becoming injured. Stress (good or bad), has been linked to both the occurrence of injury and complications in the recovery from injury. Once the stress response kicks in, we undergo immediate physiological and cognitive changes which greatly increase the risk for sustaining injury. The next time you head to the golf course, play in a game, or hit your field of choice consider this: No matter how good your diet is or how many times you visit the gym, if you haven't trained your brain the way you train your body, stress from work and life can creep in and keep you off the field.

Once you feel stressed...

- there is an increase in muscle tension, often causing a change in body mechanics or an imbalance between major muscle groups which can increase the likelihood of soft tissue injuries (i.e. ligament tears, pulled muscles, cartilage damage)
- attention narrows and concentration is lost which increases the likelihood of accidents or mistakes, both major contributors to injury

Utilizing key peak performance mental skills can help change the way you think, manage stress and energy, and keep you focused on the "game." By doing this, you strengthen your mind and develop resiliency which can help protect you from injury or get you back in the game faster if you've been injured.

While the relationship between psychological states and injury is considerable, sometimes injuries just happen. Though it is often necessary to treat these injuries with medications, physical therapy and at times surgery, addressing the mind in any recovery process can often be the difference between a 4-week and a 9-week recovery. Whether you play for fun or for work, a speedy recovery can be critical especially with all the demands on your time today. Once an injury occurs, we usually experience a rush of thoughts, feelings, and emotions. These psychological responses vary among individuals and depend on factors such as previous injury, severity or type of injury, and level of participation. Although these responses are normal, they often directly influence the recovery process. Factors involved in rehabilitation such as gaining range of motion and strength, coping with pain and endurance can all be affected by not only physiological factors but negative psychological responses as well. Without putting the psychological distress of injury in check, the anxiety, fear, and frustration, can and will cause our bodies to trigger the stress response. Unfortunately, stress not only contributes to a heightened risk for injury occurrence, it also compromises the immune system resulting in slower healing and tissue regeneration.

Understanding the mind-body connection is critical for a number of reasons but is often overlooked in injury recovery. In addition to traditional forms of treatment, the use of peak performance mental skills in conjunction with rehabilitation can and will facilitate the recovery process. This allows the athlete to recover and return at a faster rate with fewer complications and setbacks. Setting rehabilitation goals, having a positive and optimistic outlook, managing stress levels, and healing imagery have all been found to significantly impact rehabilitation outcomes. The utilization of these skills has been found to increase confidence and motivation, decrease muscle atrophy or weakness, increase range of motion, improve healing and tissue regeneration, and help athletes return to the field faster and stronger.

When it comes to performing at your best, remember your health and ability to do what you love is what matters the most. Hopefully, injuries will be few and far between but when they do happen, tackle those injuries head on and treat them like the most important performance of your life, preparing not only physically, but mentally and emotionally as well. Training your brain with key mental skills can help you play better on the field and keep you out there longer.

About Apex Performance

Apex Performance provides performance improvement services to military units, police forces, pro and college athletes and senior executives who need to build mental agility and mental toughness. APEX Performance offers training to deliver results on the core of leadership - self awareness, confidence, mental agility, and composure. Utilizing a combination of personalized development programs, follow-up coaching, and advanced sensory technology, APEX provides the tools and learnings required to achieve sustainable peak performance. Apex Performance is headquartered in Charlotte, NC.

Website: www.apexperform.com Phone: 704-831-5614

Apex Performance is a Service Disabled Veteran Owned Small Business